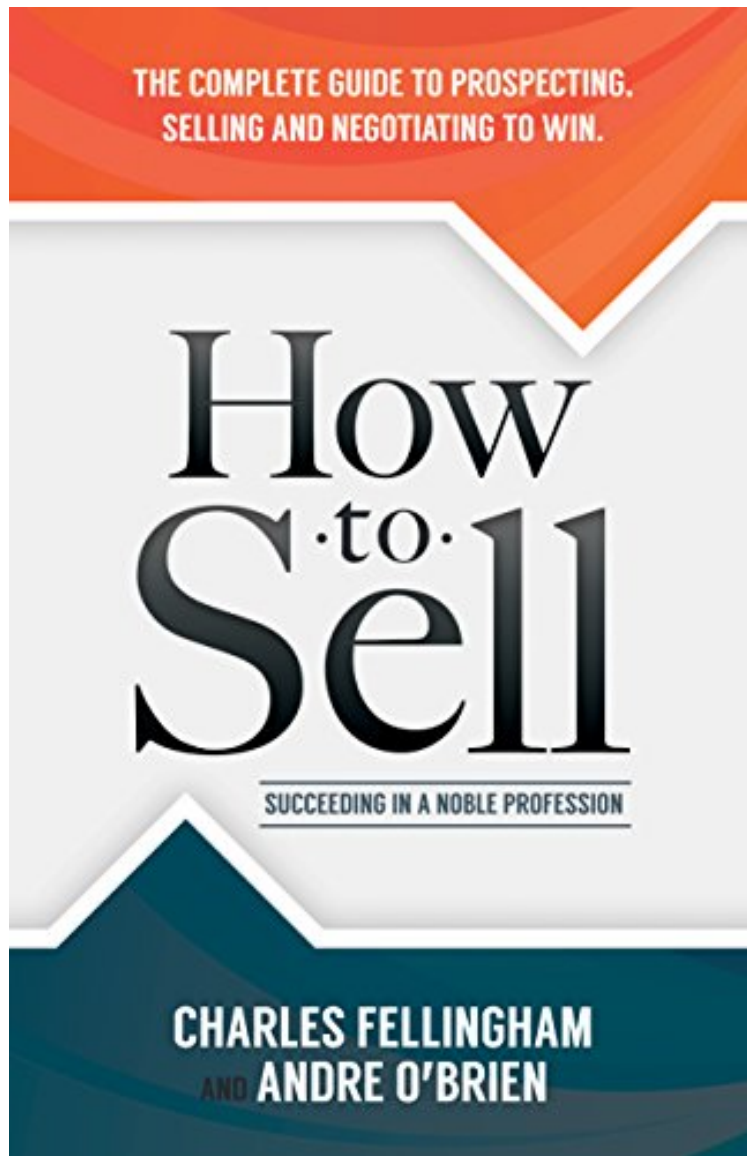


How to Sell: Succeeding in a Noble Profession

Charles Fellingham, Andre O'Brien
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Charles Fellingham, Andre O'Brien : How to Sell: Succeeding in a Noble Profession before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Sell: Succeeding in a Noble Profession:

0 of 0 people found the following review helpful. Great book written by two Expert Sales Professionals with amazing track records. I love the 12 Principles of Selling and the way they are presented. Easy, clear and action oriented. I look forward to putting these ideas to use in my selling! Way to go Charles and Andre.

"How to Sell: Succeeding in a Noble Profession" charts an effective path that professional trainers use to transfer skills that work from the training room to the marketplace. It includes twelve time-tested human relations principles that are essential for any business professional to expand their business and acquire more loyal customers. The principles are linked to consultative processes for selling, prospecting, negotiation and customer service. "How to Sell" is an easy to read guide applying the most successful selling behaviors that produce immediate sales results. Nothing happens until something is sold. This cliché; was true yesterday, it's true today, and it will be true tomorrow. As sales professionals, the true success of our business rides on our shoulders. We are placed front and center with all eyes on us, and this position requires us to be smart, strong, creative, and true leaders within our organization. Charles Fellingham and Andre Orsquo;Brien wrote this book for you. They realize how important it is for you to be wildly successful and they are confident that you will achieve much by living the principles they discuss and by following the processes they outline. They look forward to developing a strong and lasting relationship with you; and to make this possible, they have provided free tools to support your efforts, courtesy of their website shared in the book.

From the Author Nothing happens until something is sold. This cliché; was true yesterday, it's true today, and it will be true tomorrow. As sales professionals, the true success of our business rides on our shoulders. We are placed front and center with all eyes on us, and this position requires us to be smart, strong, creative, and true leaders within our organization. Charles Fellingham and Andre Orsquo;Brien wrote this book for you. They realize how important it is for you to be wildly successful and they are confident that you will achieve much by living the principles they discuss and by following the processes they outline. They look forward to developing a strong and lasting relationship with you; and to make this possible, they have provided free tools to support your efforts, courtesy of their website shared in the book. This book also includes:

- Fifteen closes that can be used to acquire the prospect's commitment. The number of closes is substantially increased by their outline of how to use them in combination with each other.
- Detailed prospecting process which covers planning and executing the process, setting goals, managing the prospecting pipeline, understanding conversion rates and methods of improving them.
- A 5-step process for handling objections. How to find points of agreement with the prospect, clarify the details of the objection, assure the prospect that you have heard and understand their concerns, uncover the hidden objections, and provide an effective answer to the prospect.
- A 5-step negotiation process. Discovering the essence of a negotiation and how to beat the prospect's tendency to demand a lower price.

About the Author Charles Fellingham has dedicated his life to Sales. As a successful sales leader and manager Charles has performed over a quarter century as a successful sales leader delivering over \$100 million in new business during his tenure in the Aviation and Aerospace industry. As well, he is a world renowned sales trainer having coached and developed thousands of business leaders to help them achieve more sales and income. He is also an entrepreneur, developing a successful Online Personal Branding Company and is a lecturer on Social Media Strategies and Policy. Andre Orsquo;Brien has gained a reputation as a world class trainer, facilitator, executive coach, and keynote speaker specializing in personal and organizational development. With over twenty years' experience in sales, management, and leadership positions from Wall Street in New York City to Peachtree Street in Atlanta, Georgia, Andre has notably served as a wealth management financial advisor for a top investment firm. He continues to consult and promote publishing opportunities for nationally recognized public speakers.